

TEACH TOO ORGANISATIONAL DEVELOPMENT PROJECT

A case study on the Teach Too organisational development projects at University College Birmingham



Project overview

University College Birmingham (UCB) proposed a paradigm shift in their approach to the delivery of technical education through the

Too initiative.

As part of the Curriculum 2020 project, each of the four Schools has undertaken a forensic analysis of curriculum content, consulted with leading industry specialists on the demands and challenges of modern-day industry practices and conducted a rigorous internal skills audit across each of the teaching teams in order to develop a comprehensive and targeted CPD plan.

The key driver of Curriculum 2020 being the consequential impact it will have on student experience, satisfaction and, importantly, the competitive advantage of the students upon entering employment. Scrutiny of curriculum portfolios began with Deans of School modelling a SOAR analysis to pinpoint the strengths, opportunities, aspirations and desired results of each school (see **fig.1**).

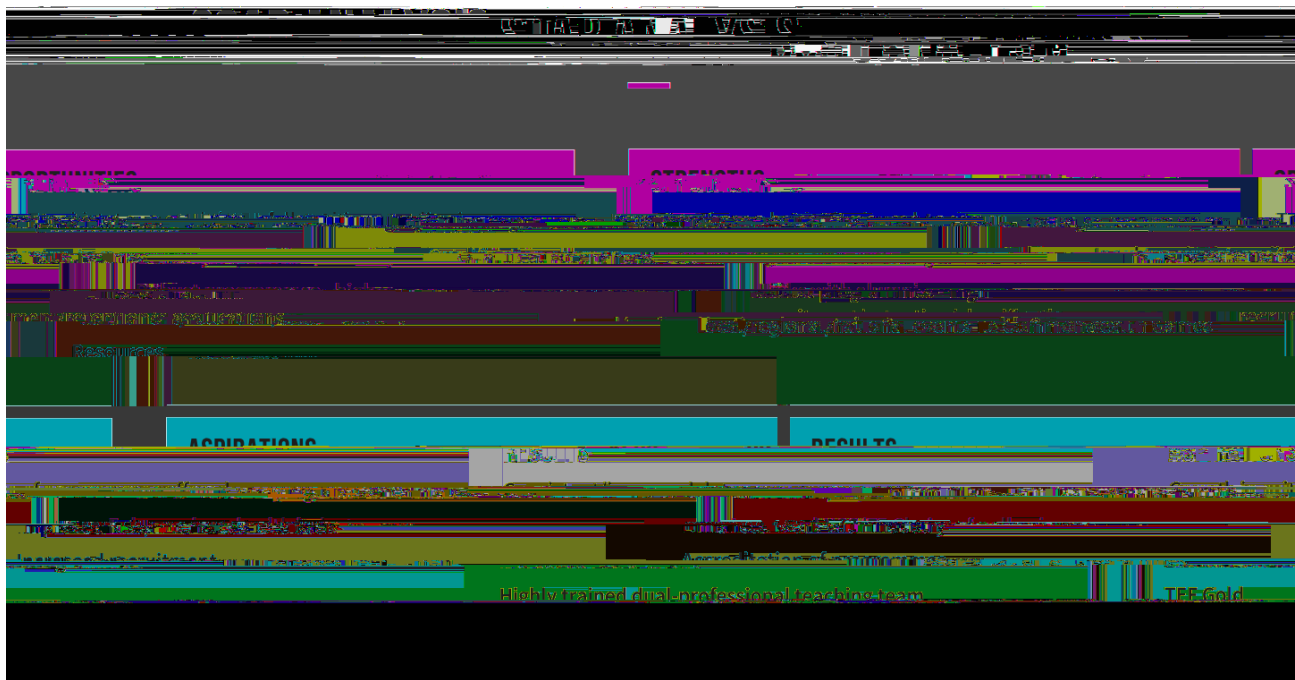


Fig.1 SOAR analysis template

A systematic approach to vocational practitioner updating was subsequently taken beginning with a provision wide skills audit, as Senior Managers posed questions to staff on confidence within specific areas of their vocational skillset as well as in those areas of focus through curriculum development and digital literacy. The skills audit highlighted a number of skills gaps that would need to be addressed as well as existing staff competences that could also be better utilised through teaching delivery and further cross-school collaboration.

After agreement on targeted curriculum development by the 2020 panel, School Management teams were required to prepare a detailed CPD plan for every member of FE academic staff; identifying areas of focus and mapping staff across to appropriate employers with specific objectives of research outlined. Alongside an academic -led consultations were held in which a wide range of representatives from industry sectors met with academic teams to share emerging themes, challenges and digital advances.

- ◁ **The beauty therapy industry is rapidly evolving into more aesthetic practices involving needling, fillers and other non-invasive, non-surgical procedures**
- ◁ **The catering industry is readying itself for a fundamental movement**

Fig.3 CPD Staff feedback platform

Project aims

This work will culminate in an invigorated, transformed curricula that meets the demands of modern-day industry practices and will ensure students are being readied tT/s fe4

further development and career progression for individuals

- < Every curriculum has been reviewed and refreshed and is ready for 2020 onwards.
- < A significant number of additional industry links have been made
- < Substantial investment has been made to support an enhanced digital infrastructure at UCB

Future activity

- < Staff will continue to conduct industry updating and share their findings.
- < Industry experts will continue to be consulted with and, where possible, invited in to deliver masterclasses or as Guest S(t)0-03.0 g000 59.32 8.12 resg(t)